INDEX TO VOLUME XXXIX

GENERAL INDEX

Algorithm for Finding Exact Rates of Return, An . . . . . *Lawrence Fisher* 111
Allocation, Characteristics, and Outcome of the Firm's Research and Development Portfolio, The . . . . . *Edwin Mansfield and Richard Brandenburg* 447
Branding and the Robinson-Patman Act *Jacky Knopp, Jr.* 24
Business Spending and Government Fiscal Policy . . . . . *Walter D. Fackler* 1
Capital Expenditure for Owner-occupied Housing: A Study of Determinants, The *John R. Malone* 359
Corporate Philanthropy: An Analysis of Corporate Contributions . . . *Orace Johnson* 489
Distribution in a High-Level Economy: A Review Article . . . . . *David A. Revzan* 413
Drug Industry and Medical Research: The Economics of the Kefauver Committee Investigations, The . . . . . *William S. Comanor* 12
Economic Achievements, Problems and Prospects . . . . . *Beryl W. Sprinkel* 5
Effects of Expectation Levels and Role Consensus on the Buyer-Seller Dyad, The *Henry L. Tosi* 516
Filter Rules and Stock-Market Trading *Eugene F. Fama and Marshall E. Blume* 226
Forecasts of Future Prices, Unbiased Markets, and "Martingale" Models *Benoit Mandelbrot* 242
Future of Business Education—Some Further Comments, The . . . . *Charles Z. Wilson* 74
Gross National Product, Consumer Spending, Saving, and Housing . . *Irving Schweiger* 9
Human Relations Laboratory Training: Three Questions . . . . . *Wendell W. Wolfe* 512
Local Construction Response to National Credit-Market Changes: A Comment *Alan R. Winger* 505
Marginalism in Retailing: The Lessons of a Failure . . . . . *Roger Dickinson* 353
Market and Industry Factors in Stock Price Behavior . . . . . *Benjamin F. King* 139
Model of Capital Budgeting under Risk, A *Bertil Näslund* 257
More on the Effects of Municipal Bond Monopsony . . . . . *Richard West* 305
Motivating Startups *N. Baloff and R. McKersie* 473
Mutual Fund Performance *William F. Sharpe* 119
Negroes and Fashion Interest *Bernard Portis* 314
New Look at Clustering of Stock Prices, A *Victor Niederhoffer* 309
People Look at Commercials: A Study of Audience Behavior, The . . . *Gary A. Steiner* 272
Potential of Business-Gaming Methods in Research, The *E. M. Babb, M. A. Leslie, and M. D. Van Slyke* 465
Practicing Marginal-Cost Pricing—a Review *Fred M. Westfield* 67
Present Values for Imperfect Capital Markets *Gordon Pye* 45
Profitability and Reinvestment Rates: A Note on the Gordon Paradox . . *Douglas Vickers* 366
"Render unto Caesar": Federal District Courts and Unfair Labor-Practice Jurisdiction *Robert Evans, Jr.* 400
"Reward-to-Variability" Ratio and Mutual Fund Performance, The . . *Ira Horowitz* 485
Selection of an Optimal Deductible for a Given Insurance Policy, The *B. Peter Pashigian, Lawrence L. Schkade, and George H. Menefee* 35
Socially Responsible Firms: An Empty Box or a Universal Set? . . . *Harold L. Johnson* 394
Some Comments on Recent Quantitative and Formal Research on the Stock Market *James H. Lorie* 107
Some Consequences of the Leasing of Industrial Machinery . . . . . *Saul Engelbourg* 52
Some Factors Affecting Stock Price Variability *A. James Heins and Stephen L. Allison* 19
Some New Stock-Market Indexes *Lawrence Fisher* 191
Study of the Educational Value of Management Games, A . . . . *Anthony P. Raia* 339
System for Managing Job-Shop Production, A *Stanley Reiter* 371

INDEX TO AUTHORS

BABB, E. M., LESLIE, M. A., and VAN SLYKE, M. D. The Potential of Business-Gaming Methods in Research 465
BALOFF, N., and MCKERSIE, R. Motivating Startups 473
COMANOR, WILLIAM S. The Drug Industry and Medical Research: The Economics of the Kefauver Committee Investigations 12
DICKINSON, ROGER. Marginalism in Retailing: The Lessons of a Failure 353
ENGELBOURG, SAUL. Some Consequences of the Leasing of Industrial Machinery 52
EVANS, ROBERT, JR. "Render unto Caesar": Federal District Courts and Unfair Labor-Practice Jurisdiction 400
FACKLER, WALTER D. Business Spending and Government Fiscal Policy 1

FAMA, EUGENE F., and BLUME, MARSHALL E. Filter Rules and Stock-Market Trading . . 226
FISHER, LAWRENCE. An Algorithm for Finding Exact Rates of Return 111
FISHER, LAWRENCE. Some New Stock-Market Indexes 191
HEINS, A. JAMES, and ALLISON, STEPHEN L. Some Factors Affecting Stock Price Variability 19
HOROWITZ, IRA. The "Reward-to-Variability" Ratio and Mutual Fund Performance . . 485
JOHNSON, HAROLD L. Socially Responsible Firms: An Empty Box or a Universal Set? . 394
JOHNSON, ORACE. Corporate Philanthropy: An Analysis of Corporate Contributions . . . 489
KING, BENJAMIN. Market and Industry Factors in Stock Price Behavior 139
KNOPP, JACKY, JR. Branding and the Robinson-Patman Act 24
LORIE, JAMES H. Some Comments on Recent Quantitative and Formal Research on the Stock Market 107
MALONE, JOHN R. The Capital Expenditure for Owner-occupied Housing: A Study of Determinants 359
MANDELBROT, BENOIT. Forecasts of Future Prices, Unbiased Markets, and "Martingale" Models 242
MANSFIELD, EDWIN, and BRANDENBURG, RICHARD. The Allocation, Characteristics, and Outcome of the Firm's Research and Development Portfolio 447
NÄSLUND, BERTIL. A Model of Capital Budgeting under Risk 257
NIEDERHOFFER, VICTOR. A New Look at Clustering of Stock Prices 309
PASHIGIAN, B. PETER, SCHKADE, LAWRENCE L., and MENEFEE, GEORGE H. The Selection of an Optimal Deductible for a Given Insurance Policy 35
PORTIS, BERNARD. Negroes and Fashion Interest 314
PYE, GORDON. Present Values for Imperfect Capital Markets 45
RAIA, ANTHONY P. A Study of the Educational Value of Management Games 339
REITER, STANLEY. A System for Managing Job-Shop Production 371
REVZAN, DAVID A. *Distribution in a High-Level Economy:* A Review Article 413
SCHWEIGER, IRVING. Gross National Product, Consumer Spending, Saving, and Housing 9
SHARPE, WILLIAM F. Mutual Fund Peformance 119
SPRINKEL, BERYL W. Economic Achievements, Problems and Prospects 5
STEINER, GARY A. The People Look at Commercials: A Study of Audience Behavior . . 272
TOSI, HENRY L. The Effects of Expectation Levels and Role Consensus on the Buyer-Seller Dyad 516
VICKERS, DOUGLAS. Profitability and Reinvestment Rates: A Note on the Gordon Paradox 366
WEST, RICHARD. More on the Effects of Municipal Bond Monopsony 305
WESTFIELD, FRED M. Practicing Marginal-Cost Pricing—a Review 67
WILSON, CHARLES Z. The Future of Business Education—Some Further Comments . . 74
WINGER, ALAN R. Local Construction Response to National Credit-Market Changes . . . 505
WOLFE, WENDELL W. Human Relations Laboratory Training: Three Questions 512

BOOK REVIEWS

ABRAMOVITZ, MOSES. Evidences of Long Swings in Aggregate Construction since the Civil War. *Alfred N. Page* 324
ANDREWS, P. W. S. On Competition in Economic Theory. *Donald Dewey* 541
ANSOFF, H. IGOR. Corporate Strategy. *Melvin Anshen* 426
BOUTELL, WAYNE S. Auditing with the Computer. *John M. Kohlmeier* 430
BREAK, GEORGE F. Federal Lending and Economic Stability. *Keith Carlson* 424
CAREY, JOHN L. The CPA: Plans for the Future. *Paul Garner* 548
COHEN, KALMAN J., and CYERT, RICHARD M. Theory of the Firm: Resource Allocation in a Market Economy. *H. O. Stekler* 429
COHEN, KALMAN J., *et al.* The Carnegie Tech Management Game. *Robert C. Joyner* . . . 328
COMMISSION ON MONEY AND CREDIT. Monetary Management. *Richard T. Selden* . . . 81
COOTNER, PAUL H. (ed.). The Random Character of Stock Market Prices. *Kalman J. Cohen* 532
COX, REAVIS, ALDERSON, WROE, and SHAPIRO, STANLEY J. (eds.). Theory in Marketing: Second Series. *Seymour Banks* 420
DERBER, MILTON, *et al.* Plant Union-Management Relations: From Practice to Theory. *Eaton H. Conant* 544
DUBIN, ROBERT, *et al.* Leadership and Productivity. *John M. Dutton* 422
GOLDSMITH, RAYMOND W. The Flow of Capital Funds in the Postwar Economy. *David I. Fand* 530
GOTTLIEB, MANUEL. Estimates of Residential Building, United States, 1840–1939. *Saul B. Klaman* 431
GREENLAW, PAUL S., and KNIFFIN, FRED W. *MARKSIM:* A Marketing Decision Simulation. *Frederick E. Webster, Jr.* 76
HILDEBRAND, GEORGE H., and LIU, TA-CHUNG. Manufacturing Production Functions in the United States, 1957: An Interindustry and Interstate Comparison of Productivity. *Benton F. Massell* 425

HOROWITZ, IRA. An Introduction to Quantitative Business Analysis. *Alan K. McAdams* . 423
KAHN, C. HARRY. Business and Professional Income under the Personal Income Tax. *Harvey E. Brazier* 79
KJAER-HANSEN, MAX (ed.). Cost Problems in Modern Marketing. *Kristian S. Palda* . . 427
LEBERGOTT, STANLEY (ed.). Men without Work: The Economics of Unemployment. *George E. Delehanty* 83
LEVIN, RICHARD I., and KIRKPATRICK, C. A. Quantitative Approaches to Management. *Peter C. Fishburn* 324
LITTERER, JOSEPH A. The Analysis of Organizations. *Norman Kaplan* 549
MATTESSICH, RICHARD. Accounting and Analytical Methods. *Neil Churchill* 537
MILLER, ROBERT W. Schedule, Cost, and Profit Control with *PERT*. *Richard S. Rosenbloom* 327
MOYER, REED. Competition in the Midwestern Coal Industry. *H. O. Stekler* 77
MULVIHILL, DONALD F. (ed.) Guide to the Quantitative Age. *Ira Horowitz* 546
ODIORNE, GEORGE S. Management by Objective. *Gordon Shillinglaw* 535
ORTH, CHARLES D., *et al.* Administering Research and Development. *Simon Marcson* . 80
OSBORN, RICHARDS C. Business Finance: The Management Approach. *Vincent M. Jolivet* 542
PATON, WILLIAM A. Corporate Profits. *Charles T. Zlatkovich.* 540
PORTERFIELD, JAMES T. S. Investment Decisions and Capital Costs. *Seymour Smidt*. . 547
SCHEIN, EDGAR H., and BENNIS, WARREN G. Personal and Organizational Change through Group Methods: The Laboratory Approach. *Lyman W. Porter* 545
SCHULTZ, THEODORE. Economic Crises in World Agriculture. *Karl Brandt* 536
SOBEL, ROBERT. The Big Board. *Jim Boness* . 543
STANLEY, CURTIS HOLT. Objectivity in Accounting. *Russell Taussig* 418
SUITS, DANIEL B., *et al.* Impacts of Monetary Policy. *Dale Jorgenson* 78
SULLIVAN, CLARA K. The Tax on Value Added. *A. A. Shenfield* 418
WEINGARTNER, H. MARTIN. Mathematical Programming and the Analysis of Capital Budgeting Problems. *Daniel Teichroew* . . 433
WHYTE, WILLIAM FOOTE, and HAMILTON, EDITH L. Action Research for Management: A Case Report on Research and Action in Industry. *David Moment* 326
ZALTMAN, GERALD. Marketing: Contributions from the Behavioral Sciences. *Frederick E. Webster, Jr.* 531